

1 ABSTRACT OF THE DISCLOSURE

2 A system for presenting customized special offers to customers, the special
3 offers including targeted offers to a customer selected from a plurality of customers,
4 and for collecting purchasing behavior information concerning the customers, the
5 system comprising a computer including a database containing customer account
6 information providing information specific to a particular customer account; the at
7 computer also including a database containing special offers including a targeted offer
8 which is to be made to selected customer accounts on the basis of targeted offer
9 targeting parameters; a plurality of customer cards, each customer card having
10 machine readable card information indicating at least identification of the card with
11 a particular customer account; a customer interface in communication with the
12 computer to transfer data therebetween; the customer interface having a card reader
13 for reading machine readable card information from the customer card; the computer
14 including means for generating a customized customer offer list available to that
15 particular customer account which includes the special offer; an offer communicator
16 for communicating the customer offer list to the customer for which it is generated;
17 a check-out at which the customer presents purchased item information indicating
18 items being purchased by the customer; the check-out including a card reader for
19 reading the customer card; the computer including means for sending information
20 from the customized customer offer list to the check-out; the computer further
21 including means for collecting customer purchase information which is indicative of
22 items being purchased by the customer via the check-out; the computer still further
23 including means for editing the customer account information to reflect items
24 purchased by the customer.